

We're where your customers are

171,000
weekly on-air listeners

105,541
monthly pageviews

84,740
monthly online visits

32,790
monthly streaming starts

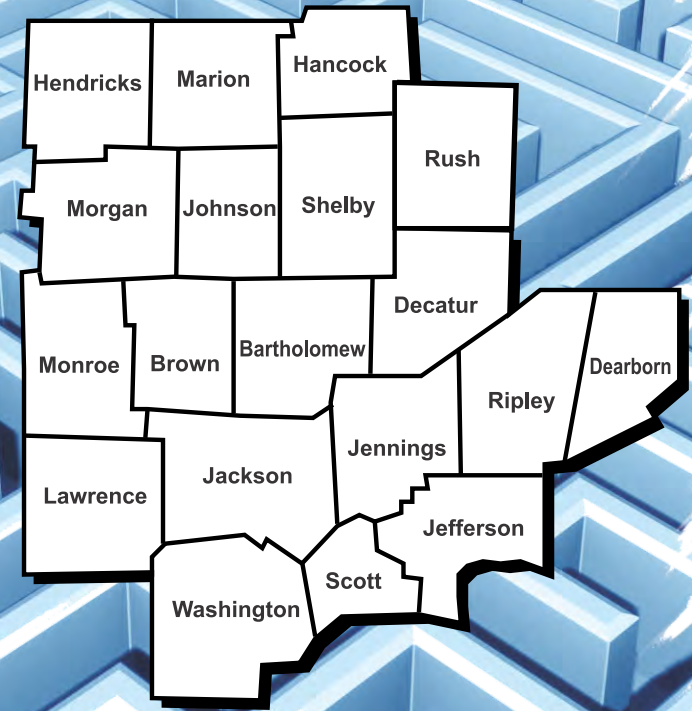


2020 Nielsen Radio County Coverage, Cume Persons 12+, Mon-Sun, 6a-12m. Google Analytics monthly average April 2019-March 2020. Wide Orbit Streaming Analytics April 2019-March 2020.

White River Broadcasting Co.
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Navigate

the advertising maze...



1010 NEWS/TALK 98.1
WCSI
1010WCSI.com

Indiana Country 101.5
WKKG
WKKG.COM

WIN 104.9
WIN1049.COM
Your Hit Music

106.1
The River
1061theriver.com

WHITE RIVER BROADCASTING COMPANY

Targeting Listeners 18+

1010 AND 98.1 NEWS TALK - REACH ADULTS 45+



John Foster
Sam Simmermaker
John Clark

- Median household income \$82,200
- 56% completed college
- 35% have professional, management, business, or financial occupations
- 82% own their own home
- 69% are married
- 32% have children at home
- 61% male, 39% female

HOT ADULT CONTEMPORARY - REACH ADULTS 18-44



Brad Jackson
Program Director
Morning Host

- Median household income \$83,400
- 36% completed college
- 66% own their own home
- 49% are married
- 60% have children at home
- 30% male, 70% female

On-Air. On-Line. On-Mobile.

COUNTRY - REACH ADULTS 18-54

Robert Freeman
Program Director
Morning Host



- 43% have household incomes greater than \$75,000
- 25% completed college
- 64% own their own home
- 55% are married
- 40% are single
- 60% have children at home
- 33% male, 67% female

CLASSIC HITS - REACH ADULTS 35-64

Cody Collins
Morning Host



- Median household income \$72,400
- 28% completed college
- 26% have professional, management, business, or financial occupations
- 72% own their own home
- 55% are married
- 45% have children at home
- 66% male, 34% female

Our Listeners Are Your Potential Customers